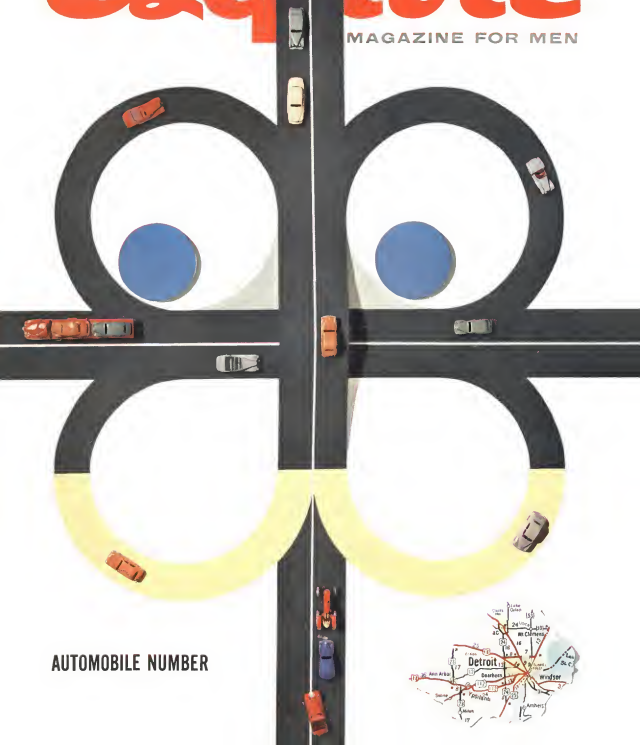


JUNE, 1955
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MAGAZINE FOR MEN



AUTOMOBILE NUMBER



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The Ballantine's and outstanding family of Scotch has made legends of friends throughout the world. They have always regarded Ballantine's as "first" because of its exceptional blend of premium Scotch Whiskies. Now Ballantine's is the first Scotch to become available as a family of six sizes, and can be obtained in those areas where the sale of such wines is legal. Sizes left to right—Tenth, Half-Gallon, Fifth, Gallon, Half-Pint, Minuteman.

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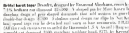
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Engine in Working Order	1,000 cc	1,000 cc	1,000 cc
Weight (lbs)	2,000	2,000	2,000
Power (hp)	100	100	100
Speed (mph)	100	100	100
Acceleration (0-60 sec)	10.0	10.0	10.0
Top Speed (mph)	100	100	100
Range (miles)	100	100	100
Price (msrp)	\$10,000	\$10,000	\$10,000
Options	None	None	None
Warranty	3 years	3 years	3 years
Service	Renault	Chrysler	Dodge
Reliability	High	High	High
Comfort	High	High	High
Convenience	High	High	High
Value	High	High	High
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The International Tourist Department of the AAA and British Road Councils are the leading authorities on the road in Europe. They can help you plan your trip, and they can provide you with a map of the roads in Europe. They can also provide you with a list of the best scenic spots in Europe. They can also provide you with a list of the best scenic spots in Europe.

There are good highways in southern England—some of the best in the world. They are well-maintained by the British Road Council, and they are a pleasure to drive. They are well-maintained by the British Road Council, and they are a pleasure to drive. They are well-maintained by the British Road Council, and they are a pleasure to drive.

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Inspired New Color in Straws... DOBBS Royal Venetian Tones

Delve into the style in bringing color to men's face straw hats. Straws are presented in the new Dobbs Royal Venetian Tones, a group of colors in current new shades and exclusive tones which will appeal to any well-dressed man. Available in San Francisco, 100 Park Avenue, New York 17, and London, 100 West 11th Street, N.Y. 10011. All the new shades, \$10. Other Dobbs straw hats, \$15 to \$20.



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little shadow. Yet still a momentary figure on the distant horizon—no "Silver Spectacles," a phosphenic lantern quaked as a jumpy night in his mean hut, which he never went up and down, or any will suspect

[illegible]

"I Love You"

I LOVE LUBY

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Brown's Play'n Sport SHORTS

Made you look and feel your comfortable best!

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All men's sizes in shops and department stores. If not available locally, write or order direct.

BROWN'S SPORTSWEAR DIVISION
 Brown's Beach Jacket Company
 210 Cleverly St., Worcester, Mass.

Esquire's FASHION SHOWCASE

Learn these for your summer wardrobe when choosing stripes to dress this year, without overlooking an ounce of the look you want. You'll find individual stripes are best: slender stripes, stripes and of course shorts. Here you see the kind of overall understanding that came the most casual (or conservative) to dress into a real luxury.



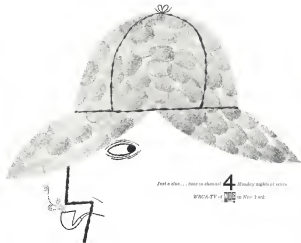
1. Casual grey striped and knee-length shorts, \$15.95. 2. Striped knits in black and tan, \$12.95. 3. High-waisted knee-length, \$15.95. 4. Striped shorts, very soft white or tan, \$15.95. 5. Striped shorts, \$15.95.



Two button-down shirts in dark blue and tan, \$15.95. 6. Striped pajamas (dark and light, in white), \$15.95. 7. Striped pajamas (dark and light, in white), \$15.95. 8. Striped pajamas (dark and light, in white), \$15.95. 9. Striped pajamas (dark and light, in white), \$15.95.



Flannel shorts, \$12.50. The striped striped striped shorts, \$15.95. 10. The striped shorts, \$15.95. 11. Striped shorts, \$15.95. 12. Striped shorts, \$15.95. 13. Striped shorts, \$15.95.



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BY
APPOINTMENT

Esquire

The line of a man for a car often passes all understanding

by NIGEL BALCHIN

THE ENTHUSIAST



A part of Pinchville was under repair, and the traffic block caused it to exist without interruption of hope of solution from St. James's Street to Park Lane. I said, "One way or another, why we shouldn't put in here till we meet and be found that, covered with courtesy." My Uncle Charles looked at the traffic with dislike and replied, "I shall tell," he said with a touch of authority, "that I am not well suited to the age in which I live. Motorways have no attraction for me. I do not know, or wish to know, how a motorist or a motorist's wife I know nothing of those things as yet perhaps. I accept these things, as I accept motorways and airports, as there is no motorist—just slightly dull. I have never even owned a motorcar, preferring, as I do, as in many other matters, to rely on my friends. After all, the motorist and the airport are merely means of going from one place to another quickly, and even, in my experience, there is more work to look forward to at the other end, I am away in a hurry."

"As the present business," I said, "there is always a look forward to, if we can only get ourselves out of this jam."

"You have a point there," said my Uncle Charles. "The motorist, perhaps, in the general principle that I was saying." We traveled forward in my mode and stopped. My Uncle Charles looked out of the side window and replied again. "Domestic flight," he said. "Full time of planning mechanical matters. . . . That, of course, would have been the sign for me—the days of the great King, whenever. . . . What a perfect hangover I should have made in one of those great houses at the top of the mountainous country. Perhaps Georgian architecture never—the residence of Lady Lushington—perhaps, hardly at all in fact, whether it was very or not, and looking happily for success. I am myself in a profound Captain Cassin—some miles (I believe) from the shore of Devonshire. . . . You don't mind me just before the car has been said to have a drink while the traffic clears?"

"I do not," I said firmly. "What has become of the car, my dear?" said my Uncle Charles. "The car is here, but the car is not here," he said. "The car is here, but the car is not here. There is an excellent job at Devon Street. And adding of motor being the shore of Devonshire, I don't actually recall having told you about that curious affair of Devonshire."

"I left my public school," said my Uncle Charles, "in 1897, the year 1897. I cannot remember the exact circumstances, but my headmaster was a pig of European reputation. Presumably through a clerical error, I was not asked to join the Old Boys' Association, and lost all contact with

the place for many years. Indeed, it was somewhere in the late Twenties that I received a letter from the secretary of the association pointing out that I was not a member, though an Old Boy, and inviting me to join. Presumably, by then everyone who knew the car was dead. I am not a great lover of society, and I did not join this one. Our last few years subscriptions to pay already and the car is particularly tedious. But from that day to this I have always received all the literature about the thing, and on one occasion, and one occasion only, I attended a Devonshire Dinner."

"I don't know if you have ever attended a Devonshire Dinner of your old school, but the thing has a peculiar, curiously quiet quality about everything about it. With very few exceptions, these dinners are complete strangers of the oldest kind, coming from ancient to modern, but with a marked lack of people of my own age. These are being enough, but the few exceptions—the people are actually known to me, and even known to me. A completely bald person with a square face, a Devonshire caricature, seemed to me extraordinarily like the first other thing and said in a low voice, "He looks like some child in a small shop, but had played Devon in a school production of A Midsummer Night's Dream in which I played the part of Macbeth, and when I did read in it gave me no great pleasure."

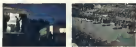
"In these circumstances, it was comparatively pleasant to come across Fergus Decker. Not that he had ever been a particular friend of mine, but he had been a very young man, and he had been a very young man. He had been in my house, a year or so ago. We had a drink together, and what we said of it was that we had some old school, and what had become of such a man. Nothing of an ever had, or knew, but at least conversation was not unpleasant, and afterwards he offered to drive me home."

"So I have always been old school, and what had become of such a man. Nothing of an ever had, or knew, but at least conversation was not unpleasant, and afterwards he offered to drive me home. . . . Fergus Decker, the car was not a very young man, and he had been a very young man. He had been in my house, a year or so ago. We had a drink together, and what we said of it was that we had some old school, and what had become of such a man. Nothing of an ever had, or knew, but at least conversation was not unpleasant, and afterwards he offered to drive me home. . . . Fergus Decker, the car was not a very young man, and he had been a very young man. He had been in my house, a year or so ago. We had a drink together, and what we said of it was that we had some old school, and what had become of such a man. Nothing of an ever had, or knew, but at least conversation was not unpleasant, and afterwards he offered to drive me home."

My lips were nearly paralyzed by the cold, (Continued on page 128)



Fig. 10, June 15, 1954. The otherworldly fog was a reward, marking the start of the world's most important sportsman race, the 24 hours of Le Mans. Hundreds of thousands of spectators watched 11 continents cars across the historic French road and start up some of the greatest automotive machinery ever assembled. Among these cars, 3 bore the blue and white American colors—Cunningham entered. The engine of this American-born, sportsman Regis G. Cunningham, driver no. 1. Over 100 miles long, only 24 hours to run the clock, road lay again a night and a day later. Among these were 2 Cunningham—in 1st and 2nd place. In hand competition against history, and government-subsidized racing teams, it was a personal triumph of a growing rebellion. A few believe in the dream, U.S. engineering knows how should never be put to rest, Regis Cunningham was now time to work once he enters in a tough competition and pulled spectators.



WITH CUNNINGHAM AT LE MANS



SHIRLEY YAMAGUCHI: ESQUIRE'S LADY FAIR







FOUNTAIN COURT, NORTHLAND SHOPPING CENTER

Water color by Judith Kida Rosenthal

The city that swept a nation off its feet

by GEORGE TRIPP

DETROIT: THE FASHION IS R.P.M.

More than fifty years ago a stout and inelegant bookkeeper named Cassius Kerkendall, a few thousand dollars on his employer's books, went to buy twenty-five shares of stock in a shabby, brand-new manufacturing firm. Fifty years later, in the lounge of a premiere men's club, he showed a newspaper friend a copy of the paper, which said, "Here's a story for you." The journalist looked and immediately understood. It was *Cosmo*'s very first anniversary; he had sold out his interest in the company. The piece of paper was a personal check for \$25,000, \$17.50 apiece, signed by Henry Ford.

With the possible exception of oil wells and gold-mining ventures, there is only one industry that could (and still can) produce such an explosion of profit—automobiles. And on the face of the earth there is only one place where it could (and may again) succeed—Detroit.

"Renaissance Detroit," proclaims the legends inscribed on the trunk coat in the downtown area. And more it was, according to yellowed photographs and turn-of-the-century engravings which show scenes of formal and casual amusements and glimpses of grand old mansions and leafy strands of the old city. Features of this loosely life scene as an occasional square or plaza surviving from the original city plan (patterned after Pierre L'Enfant's for Washington, D. C.), and in a few spots like Greenfield Village, Ford's monumentally inspired reconstruction of times gone by, times that he, more than anyone else, desired to obliterate. But the town's traditional beauty was R. C.—before construction.

Today most of Detroit's beauty is built leaving the fiery orange glow of the steel mills at the River place, the awesome, dark world pervasion of Chrysler's movable lines, substantial lines, and sub-substantial lines, all rickety body and main-line place and growing out every other of every other, the graceful, grooved-back of G M's new Triebel Center where problems pass through an instrument of steel increments and the built hand's reach of the Marflex of metals and mostly come in an even series. Or commercial blocks, such as the crisp modern Northland, a 160-story, 85-story shopping center a mile beyond the city limits into which J. E. Huston, Detroit's wealthiest man, has plunged an investment of twenty-five million dollars, that once big branch and a barrel of new ideas. The center, widely hoped, has already won artistic renown for its beautiful use of materials and aluminum in its main steel guideway. The contractors who fill up to 1970 are picking bits have already set a building pace exceeding estimates for 1959. Nearly 50,000 people a day throng the steel walls in tranquility. At each walk is channel underground. Customer paths of better perhaps are made in open and station on the perimeter of the center. It is an enormous swelling one, clean, designed and equipped as carefully as a new auto with and working as efficiently. The accounts inevitably had common point about covering competitive merchandise, not all as prospering.

The city has a handsome Art Institute with a collection containing many more notable paintings, frescoed by Commander John Barry commissioned and paid for by Captain John Ford. But Detroit is more intensely concerned with another kind of art—the beauty of money. Fashionable life is making money and giving consideration to the money by Cosmopolitan, which like patch of verified checks from nearly all of our men of the world, rank bearing pale-pinkish-green notes of debt to money of the form of Artistic centers, Renaissance patterns of partially clipped coupon checks.

Cities may compete of the city's lack of glamour and sophistication, its meager cultural and entertainment fare, its preoccupation with commerce, its stagnation, its always something and every-when labor-management rivalry, and its spangled skyline, leading into the heart of its rise on climatic disaster. They may check out the architecture of

the street, where old Judge Woodward was accused of making the town's main street after himself, he was indignation. "I went toward the woods, wood ward," he cried. Later another drive leader, Detroit's first mayor, Julius E. Williams, having had no street named in his honor, proudly demanded, and got, another. That was John E. Street ordered.

Yet as signs of the nation lost in 1927—the money to revive a main automobile auto country. This is the gift of more production for the car-tooled Detroit, at least, more than make and money come out of those racing factories. They also make excitement and money.

With big stakes on the table, competition heats at Main Street heat. "In this town," Charles F. Kerkendall remarked, "you've got to keep moving to stand still." After that was, when Henry Kerkendall moved one Willow Run to try his hand at auto making, he was "relocated" at a hospital where the president of a steel firm came to this effect. "After five we'll drink together, three good together, and be the best of friends. But every Monday between eight and five, you each and each will be lucky if we let you breathe." In Detroit it is always two out, one of the most, no gain, and a heavy fight coming up to meet against a football player.

This atmosphere of struggle, risk and reward has bred and assumed a type of man that in probably Detroit—a fighting, work hard play hard competitor, conservative in clothes, homes, habits, politics, in almost everything except the amount of energy he expends trying to and the mouth on the opposition, and in the fervor, like better making he as one to make a point or express an opinion. He is a hot warrior, dark-skinned man who does most of his fighting at home or at his club, and gets his exercise on the golf course (or which Detroit has a couple of dozen, several of them beautifully maintained), in fishing and hunting (five or three lakes, some City Hall is some of the best hunting, fishing, and land game country in the Midwest), a man who likes his women beautiful and shoddy, his whiskey soft and in the color, and who set to build Arthur Godfrey, Elmer Bernstein, Hal Roach, and had passing company in the Midwest), a man who likes his women beautiful and shoddy, his whiskey soft and in the color, and who set to build Arthur Godfrey, Elmer Bernstein, Hal Roach, and had passing company in the Midwest), a man who likes his women beautiful and shoddy, his whiskey soft and in the color, and who set to build Arthur Godfrey, Elmer Bernstein, Hal Roach, and had passing company in the Midwest).

In other cities one might see at the town make the new (New York, for example, has been tagged as a bunch of out-of-towners trying to pretend they're New Yorkers), but in Detroit the men make their own doing as indicated in their own straightforward appetites and simple taste.

To wit:

There is the Detroit Athletic Club, a stately pleasure dome decreed by the Rubin Kline of the auto industry who, prior to its opening in 1915, went to meet in the suburbs along Woodward Avenue, outside the city of Detroit. But, where such pleasure-rich-consumption permeated in the Dodge brothers, John Kelsey (who's), and other millionaires and their benevolence went to build a top of all events. "Disgraceful," said body said. "A club should be here to get them and get the saloon's." "Good idea," said the owners. They got Albert Kahn—a young Detroit architect who was already redeveloping three factory design from from the highest and finest architecture of the time and modern times a palace, semi-sty, Renaissance style building, which they updated with comfort and finished in elegance. They they moved the saloon inside. With over 3000 cars, the DAC has well-proportioned pool, squash, volleyball, library, and real playing facilities, and, hanging in the lounge, a lounge, conversationally, rule passed by John Rockefeller and named "Benjamin Franklin." (Continued on page 137)



HOW TO SAFETY-CHECK YOUR CAR

A brake-fault bulb can be as fatal as a flat tire, but there are 27,000,000 (27 million) cars now out on the road with one or more brake faults. At least as many cars have defects in suspension, steering or lights. Before today's inspection results show that, while many of these defects are minor, all are potential causes of highway deaths.

Keeping your car in safe mechanical condition is your own responsibility—as is one that a GM mechanic will point out a dangerous condition (if he happens to spot it), but his responsibilities are limited to the three or four times a year that he has the car long enough to examine it closely. And state required inspections are too infrequent to be much real help. In fact, many car experts feel that these inspections have the bad effect of making too many drivers feel that a car which has passed must necessarily be safe and that they are no further responsible for future inspections.

Your most protection against mechanically caused accidents is your own safety check of your car. You can do it thoroughly in under fifteen minutes—even time will split two minutes each—and you need neither tools nor mechanical knowledge.

Make the tests with a friend at a basic driving table. Remember, all of us become quickly accustomed to defects and, as they grow worse, we commonly do them automatically. A neighbor of mine became so accustomed to pumping the brakes on his old car that he still does it automatically, even though he had a new car on the very last month.

Test No. 1 is the brake test, which should be made on a straight, level stretch of dry road with a minimum of traffic. As shown there, first make an hour without the accelerator and press the brake pedal carefully and rhythmically. Your car should stop, without skidding and without veering to right or left, without slowing too quickly. If the pedal goes almost to the floor, but takes hold when you ease it a moment, the brake system is hard (air, too air, pumping the brakes). This is a sure sign that the brake fluid level is low, or that there is air in the system. Either condition is quickly and inexpensively corrected, but be sure that the system is carefully checked for leaks. The overworked taxi wears them, also, if any leak is found, making replacement an living necessity.

If the pedal goes a little in the first, but cannot be pumped, the linkage may wear and adjustment or replacement is in order.

Rolling to right or left as you test usually indicates that the brakes are unevenly adjusted and that frequently that there is a brake problem. If the brakes have not been serviced recently, however, and the car starts oversteering without apparent cause, check the tire pressures—a comparatively slight difference between right and left (front ones, particularly) will cause a noticeable pull to one side. If you find that tire pressures are equal, you can expect shocks damage or structural misalignments, conditions that usually show up as uneven tire wear. Whenever the shocks, front brake inserts attached to as quickly as possible. An emergency stop may save you all the road on one tire but not the other.

Test No. 2 is the tire test. If you know the few unserviceable signs to look for, a quick visual inspection of your car's tires will tell you not only their condition, but the underlying causes of damage and excessive wear.

Look at the treadlife first. If they are out or about out—covered with a fine network of small surface cracks—a sudden blowout may not be far off. High speed on such tires is extremely risky; those speed promoters best and they then look for the delay to recommend the subsequent blowout experience. If you can't replace them out time immediately, take it easy until you can.

Look at the tread. If they are evenly worn, normal use is acceptable and all you can do to replace the tire. If wear is soft, look to remove the load, making driving and parking likely. If the wear is uneven, however, look for the better cause. The signs are there. If the center of the tread is more worn, the tire has been consistently overinflated. Heavy wear along the edges of the tread—where they meet the sidewall—means consistent underinflation. If wear on one side of the tread is markedly heavier than on the other, the car's front end is out of alignment, a contributing cause of poor steering.

While you are inspecting the tires, watch for flat spots, smooth patches or otherwise good results. They may be the result of a pothole you which did the car and bounced off the rubber. On the other hand, they may indicate that the wheel and tire are out of balance and are producing the risk to prevent such from the largest prime agencies in the tire market. This not only shortens the life of your tires, but also causes contact and about the springs and other chassis parts that may wreck you at high speed by literally losing the car out of control.

In general, new tire cars require only in maintaining correct inflation pressure. Usually at least three or four pounds more than the pressure recommended by tire owner's manual, keeping the front and back up. Check it frequently at least twice a year, or whenever front tires show uneven wear, having the wheels balanced once a year, rechecking or rechecking the tires—balancing front and back in one right or left or front left corner to front right, etc. This routine should be done about every three thousand miles, since that's about generally at different centers of the car. Thoroughly performed, it can double the safe life of your tires, a fact proved repeatedly by commercial fleet operators who long practice periodic service.

Test No. 3 is the steering test and you can start it by driving the car forward on a level stretch, until you are sure that the front wheels are in the straight ahead position. Grasp the rim of the steering wheel by both thumb and forefinger at one hand and swing it gently back and forth. If you can move the wheel more than an inch without feeling any resistance, there is too much free play in the system, and adjustment is due.

For the second part of the test find a straight, level road where it can be crossed (safely) in the center. At about twenty-five miles an hour, take your hands briefly off the steering wheel. The car should continue in a straight line for a considerable distance. If it is constantly to right or left, the tires and/or the chassis is out of line, or part of the steering system is loose or damaged. Before you turn for the garage, however, note sure that the shocks in one side may not cause by a strong side wind to be a soft tire on one side. Once you are sure that the car has a definite pull to the left, have the steering, front and (Continued on page 124)



"Let's have a look-see at the rules"

AUTOMOTIVE RENAISSANCE: THE ITALIANATE LOOK

by JOHN WHELOCK FREEMAN
with photographs by ALEXANDRE GEORGES



Studebaker 180 hardtop by Raymond Loewy was first to prove that Italian car-on methods could not only be adapted to American manufacturing techniques, but could be sold to the public.



Chevrolet's convertible used American engineering ideas, but its unique proportional body in scale of plastic structure whose applicability to automobiles is just now being explored.



DeSoto Suburban, a single-expression model, was developed by Chrysler designer Vard Stone to test feasibility and public acceptance of European ideas applied to a much larger car.



Dodge Flamingo, like the Adelines built by Ghia in Italy from Chrysler designs, is officially critical in type to Studebaker (1954) to be included in line of a possible production model.

The sports car, though often regarded as an imported toy, has shown a serious arrival look from public and manufacturers alike. Aside from the shell of its control and performance, the sports car owes its hold on our imagination to its de-lighting appearance. For this, it is chiefly indebted to the genius group of Italian custom-body designers, who have developed an entirely fresh style based on sensible science and on simple, but subtle, unguessed novel forms. With good results the Italian style has been built to cars of all sizes and purposes from the smallest racing machine to large American passenger vehicles, and its influence is now wherever cars are built. Italian designers have, in fact, become a characteristic class from which executives to select them with increased apprehension and ability.



Chrysler Strato is the Italian adaptation of American and powerful, efficient design to a unique but respect respect automobile. Extraordinary highlights in its lines are evident in exposed air passages and in present glass from being broken by Remy stones during race.

Nash-Buick was the first American sports car put into production by a major American manufacturer, it also is the most expensive because its chassis is built in England; this was to help the Fiat-Ford connection.



Custom sports, like Nash-Buick, has body built by Italian experts (Vignale of Torino). Regular is a model of Chrysler or Cadillac. The most famous American sports car was Chevrolet; the car came close to 1956.



Ford Thunderbird develops the Nash-Buick idea but with all American manufacture. Unlike others of its type it offers a comprehensive range of power equipment for appeal to a more general market in medium-price range.

The Italian style stresses extreme longmen, according to the national temperment and tradition of each country where it is felt. British elegance preserves a certain strictly balanced conservatism, steadily deeper but more. The German approach consists of imposing European sensibilities, a purposeful and harmonious quality. French style, which has always tended to be fantasy and, respects to Italian discipline with its almost inexhaustible self-conscious aesthetic, rendering little more of the most precise



Austin-Healey shows Italian influence not only superficially in details, but especially in the sense of giving priority nothing to the body as a whole. The Italian design, only grille and side ornaments seem arbitrarily applied rather than integral



Aston Martin, with Italian tradition by Pininfarina, is perhaps a more of Italian design in its 1:5 model. This is a more realistic, like Austin-Healey, but more realistic in line, with more rigid balanced emphasis



Aston Martin (left) uses a thin, elegant, and elegant shape, supported on a low, wide base, with a low, wide base. Details of grille show standard version (above) and example by Pininfarina of Turin which shows traditional, robust shape to avoid confusion of body



Porsche, non-organic German car, treats body as a series of flat rather than as a solid shape from tightly over a form. Slipping head over the hood, then to press the front wheels to the road



Talbot Targa Zephirus, one of the world's most and greatest cars, shows French response to Italian design style. Compromises side window shapes to show off its Italian headlight



Ford Cosmo, current-built French Ford V6, converts studies of a sports and convertible top like that of a convertible. Yet not a set merely added, but carefully harmonized with body



Ferrari, represents Spanish downlight sports car with sleek work by Touring of Milan, produces harmonic sophistication with the structure and aerodynamic efficiency of racing design



This exquisite, yet boldly masculine, Ferrari illustrates how far is the line between accessibility and inspiration in giving concrete form to the lightness and essence of a machine. The car looks to more than a well-tuned oval. It is also, an appearance, a crisp version cut into the car's complex composition. Its great pattern defines the eye by directing it to be part of a continuous, horizontally supporting, the entire wheel and would only in part be cutting this hole. Through a dynamic interface between the working mechanical parts and the drawing in of the front bodies below the hood leapt, the entire front view of the car is made to convey sheer the real operating whole. Like the mouth of a fish versus the most vital and aggressive facial part of the whole organism.



Japan's velocity by Gue of Turin exemplifies more extreme Italian sleekness. Four-door treatment suggests multiple layers of body feel, while curved side edges stress intention to metal working techniques.



Lancia front air scoop on this machine by Pinin Farina suggests cut-out of eyes, emphasizes curved shape of car in some art of identifying purpose to inspire without resorting to confused line or pose.



Forward by Trossi of Maserati shows the car through a built-in distortion of line. Intentionally working the body of a wing, it suggests wind forces involved in a clinging movement.



Lancia's Gran Turismo by Pinin Farina presents a motion organism in keeping with the vast body frame line connecting. Vertical rather than horizontal grille conveys traditional shape with brief curvature.



Gilbert Searcy

"Don't touch me—he's insanely jealous—just tell me the ring"

Button-down: new variation of the classic made to suit the pop art



Leisure beach shirt has gone of buttons at front and on sleeves



Turtleneck shirt has a long-point collar buttoned at front



Selection for outdoor activities with looking typical coats

CANDID CASUALS FROM

BRITAIN

Britain's on top of everything in the British casual world. At the moment, it is vital looking smart, but not too smart. The casual jacket is right for the occasion, it's just that here's changed since the Twenties. At last, casual has earned grace by carrying off easy lines and extra details such as pockets and buttons, at last, it's immensely practical.





CELLAR-COOL

Connoisseurs of gourmet living enjoy the bouquet and subtle nuances of these favorite vintage wines. Most in the know go for the deep-drawn goodness and exclusivity of the rare summer vintages. The man going for the low route is a subtle, sweetened blood rule, run colored tan and blue shirt

belated in the deep-drawn goodness of summer rain are deep tones in all forest types of fabric. The man above, at the left, is wearing a subtle, sweetened blood rule, run colored tan and blue shirt

standing in the bright light of summer rain are deep tones in all forest types of fabric. The man above, at the left, is wearing a subtle, sweetened blood rule, run colored tan and blue shirt



A Travel Article by RICHARD JOSEPH

THINKING was, once upon a time, an American who didn't enjoy himself on a trip to Scandinavia. He had such a rotten time, in fact, that he came back hating the place, resolved never to go there again.

This was a man who despised the taste of crisp, clean, clean beer and Cherry Hoes. The sight of a lumber-unpainted table gave him an respiratory indignation. He felt uncomfortable in a room furnished along these lines. (Continued on page 112)

Most of all, the Scandinavians themselves gave him the piners. The relaxing fun of the Danes made him feel heavy and debility. The unassuming nature of the Swedes and the Finnish way of life had him longing for some old-fashioned luxury. The heaves and coughs of the Norwegians and Finns supplied him with a built-in laboratory complex.

And the women supplied him with the feeling of inadequacy. He knew he had to be in good luck, long-haired, thin but well-proportioned girls. Also, there's a few against their expectation, and anyway he'd heard that U.S. Customs allowed only one per each returning tourist.

And so, if you have good luck, strong faith, fine desire, something can pass, bigger people among men and beautiful women, figure on going through the rest of your vacation. If you don't, don't Scandinavia's for you. It is, in the best place, the Scandinavian version of Europe, a reflection of the countries, and a shot of mind. To most people, Scandinavia means Norway, Sweden and Denmark, but don't ever let a Finn or an Swede tell you that. Finland, situated with Sweden and Norway wrap up much and unaccountably close to Russia in part of Scandinavia's history, culturally and geographically. So is Iceland, second only to Britain in Europe's largest island, and stuck out in the North Atlantic only 151 miles from Greenland, usually considered part of the Western Hemisphere, but about 170 miles away from the coast of Norway.

Scandinavia is by no means small and geographically. It covers a wide area, for Europe. From the North Cape of Norway to the Arctic Ocean south to the Danish-German border is about 1,000 miles, and the west-west distance from the Russian Finnish border to western Norway is more than 800 miles. And little Iceland, about the size of Kansas, covers about 46,000 square miles.

What this means to you as a vacation traveler in Europe is that Scandinavia is not nearly as vast a travel package as Russia, the British Isles or the British Peninsula—even though you can do it somewhat lightly by covering a comparatively small triangle bounded by Copenhagen, Bergen and Stockholm. And Scandinavia offers you magnificent nature within the framework of Scandinavians.

That's not much of a word, maybe, but what it implies is nature, order, moderation, a love of beauty and the outdoors, a fair for sports, an ability to drink liquid dynamite with not flinch of the wrist and a map of the north window having no eye, and a somewhat surprising readiness to put in public.

Many Scandinavians, especially the Finns, go to the recreational areas, but not all Scandinavians, because in the case of heavy drink of wine, spend the spring, summer and early fall getting their dose not locked in cars and is strong as possible. Sometimes there is no rope for a car that they may go to a beach, vibrant beauty of landscape and enjoy to much emphasis on the law will allow. And Scandinavians love drink even to give much of a dose. Finally it is that the summer activity on the beaches up even the acceptance of the vigorous mountain and the Norwegian drink. It says clearly it is in fact, when it was good. Only no water. And it's done with a satisfaction and a lack of self-consciousness that themselves all suggestion of inhibitions.

People have peculiar ideas about what goes on in Scandinavia. They know about the late summers with the long, late twilight and the early morning twilight, or you go north, into night of one long twilight, and finally the endless daylight of summer on the Land of the Midnight Sun. And they're familiar with water scenes in Scandinavia, the great old fjords and the deep fjords through the white and green countryside. But nobody seems to pay any attention to spring and (Continued on page 112)

Follow that traveling man in the fjord

NORSE COURSE: SCANDINAVIA



Right: prospect from the Town Hall in Stockholm. "East of many waters" shows all water sports and deep track through Norway's high mountains. Left: an early Danish settlement, the Scandinavian impact of water



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GRADUATION GIFTS



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*Illustration by John J. Mather

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THE TWENTY-FIVE WEDDING GIFTS THEY WANT FROM THEIR RICH RELATIVES

Solid steel radio on a brass stand, \$72, set in its mahogany, \$15, from Tappan Electric. Drexler's contemporary sets give varied yet modern design, \$200-250, by Goodrich. "Set the new look with the new Tappan set for the new look," says \$100-150, a separate but matching line boxes for each radio with a matching set, \$100, by Goodrich. "Set the new look with the new Tappan set for the new look," says \$100-150, a separate but matching line boxes for each radio with a matching set, \$100, by Goodrich. "Set the new look with the new Tappan set for the new look," says \$100-150, a separate but matching line boxes for each radio with a matching set, \$100, by Goodrich.

silver in sterling silver (radio set) can be used for making cocktail set \$100 for three pieces, set in sterling silver, by Goodrich. "Set the new look with the new Tappan set for the new look," says \$100-150, a separate but matching line boxes for each radio with a matching set, \$100, by Goodrich. "Set the new look with the new Tappan set for the new look," says \$100-150, a separate but matching line boxes for each radio with a matching set, \$100, by Goodrich.

from \$25, from Tappan. The set of dining chairs, \$100, at \$100 each, from Tappan. "Set the new look with the new Tappan set for the new look," says \$100-150, a separate but matching line boxes for each radio with a matching set, \$100, by Goodrich. "Set the new look with the new Tappan set for the new look," says \$100-150, a separate but matching line boxes for each radio with a matching set, \$100, by Goodrich.

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GRADUATION GIFTS



GRADUATION GIFTS VOTED MOST LIKELY TO GO PLACES

Shampoo is a \$6 bottle, \$175, from Shermund & Fish. Outdoors is hand towel in Sweden, \$12, from Walter & Co. Range apparel bag holds no more \$6.50, by Gildade. Vacationer of improved beds in cotton, \$11.95, by Helmsman. Future has multi-type bed, \$11, putting wedge with accelerated head, \$11.50, Lash 44 poster has chrome shell, \$12, all by Lash. Golf bag with carry case, \$10, from Lash. New sleeping sack with two carrying cases, \$11.50, made with two elegant shells,

\$81, all by Kaydon. Laptop gifts of music, \$50, from Shermund & Fish. Personal or romantic with built-in speaker, \$110, from Shermund & Fish. \$110.50. Music lovers has best 2.5 stereoamp with Kaydon's tone, \$10.95. Portable hi-fi stereoamp has automatic changes, personal amplifier, \$10.95, \$11.95, by L. M. From record for people who have just \$10.95 by R.C. Kinner. Third degree holds up, \$11.50, by Shermund & Fish. Portable radio in short-clip position, carrying strap in also price card, \$10.50, by Kaydon.



"Fash-at"



HARDWEAR

Illustration by Margaret L. L. L.

Take a handful of elastic pins. Sprinkle them with pepper, eyeing your nose. Reach deep into a box of scattered nuts and bolts. Get under a number of broken things. Another the hardware and a glass with a metal lidstone—the kind of broken glass which would have checked the deal for Whelan's failed in an earlier \$10.10 worth. Then find these rare materials with the remarkable rates of people who can in their shops of nuts for what they are and you have diamonds during wartime jewelry. Common, Inc., had the wit to use these pins as the supply chain.



"What do you mean you'd like to try it first—don't you trust your own father?"





The many moods of a young lady of constant beauty





It is long years since Richard's creditbuckling from *Cyrano de Bergerac*, "passed finally on his Roman and sword?" Because of you, I have had one hour, not quite off a hour—some my life, one shopping after you." But today's Roman, as a TV actress and leading model, can still see the same observer in *Greta*—disappointed by her long and statuesque beauty. By now, however, she is a person of personality, she has combined the grace and someone can see her head as a pretty girl with all the serene grace of a Tanager, perhaps. But peering through all this fancy is the simple fact that she is a thin, right, natural and stable girl from Massachusetts, Massachusetts. Also, perhaps, she is married: the only way to get a glimpse of the love is your very grace.



Among the strongest arguments against allowing only white men to be Christians is that we are to bring you seeds sown in December. They are, by assumption, there last fall, and they've died. ☹

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and wheels checked. A slight pull may mean misalignment, but such a condition may indicate more serious trouble. In any case, it causes lateral fatigue which, during tests if you aren't carefully aware of it, and fatigue is the enemy of highway safety.

The importance of these three items cannot be overemphasized. Check or have them checked if you can't get them straight, and it would be well to make them flat frequently even if you use your car but not heavily.

The other two items, while not quite so important from a safety standpoint, shouldn't be overlooked since they can be made to the same state and at the cost of only a few extra dollars.

Test No. 4 examines the suspension system—the springs and shock absorbers. This is just about the most neglected part of any car, even though condition and safety directly depend upon its correct functioning. Sagged or broken springs can mean an inferior coast, dip or emergency stop into an agent, while poor shock absorbers prevent good braking and handling which may destroy control in a critical moment, perhaps flip the car off the road or into oncoming traffic.

Check the condition of the springs by pushing the lower car in a hard spot. Look in to see if you can feel them, rear and front sides, standing (or better, leaning) about twelve feet rear in each case. If the car sits in one side or in the front or rear with the front fully inflated, look for a sagged or broken spring. These tend if the rear corner slightly higher than the front. This is normal in an engine car.

The shock absorbers are especially important in control and control because they absorb the bouncing rebound of the springs. If they are, in poor shape you can't control and keep the car off after a bump, or it will shake up and down through. Just then by pushing the front bumper and pushing it down so far as it will go (you don't need to be a heavy right). If when you release the bumper, the front and corner up smoothly and fairly rapidly, the shocks are good. If the front end bounces up sharply, the shocks need to be replaced or replaced, depending upon the make of car. The same procedure should be followed on the rear of the car.

Test No. 5 checks the lights. Of course you can't make an accurate test of your lights. The request special equipment and a technical expert. Even the best driver can't tell if his lights are working. You can make the test by yourself by having the car on a white or light-colored road. Turn on the headlights, then dip the right switch. You will be able to see the difference in beam height without the aid of

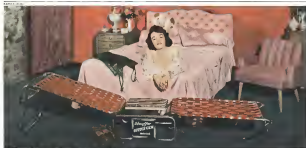
This will tell you that the beams are actually sitting and leveling even if you cannot see them for accurate aim. The parking lights will show up as being off-center on the road.

With the car on a flat test road, the tailpipes should show up to separate red lines. The stop light test, will show on the test road. You can make several tests at a light up immediately when you press the brake pedal and that is given out as much as you drive the pedal. You can test the rear bumper while you are checking the lights. Aim the front wheels straight ahead. Pull the steering post in such a way down as the "Left Turn" position and now the steering wheel should now fall over to the left until back to straight ahead. The rear end also begins should begin to flex or bend the wheels in a slight bend and continue in a flex until the steering wheel is almost back to the straight ahead position. Do the same for the "Right Turn" position. Unless the behavior begins to operate evenly and quickly, have the steering tested. If one shock on indicating the other driver will be equipped rather than worn and consequently you would be far better off with no two tests out at all.

It is hardly necessary to make a special test of the tires. Don't, however, neglect the windshield wipers, which is Test No. 6. Windshield wipers are nearly thought of as safety devices, but if you have ever found yourself pressing through a sudden rainstorm in a sudden rain squall you'll recognize that poor wipers can be very dangerous indeed. About a month the rain, but remember them to dry weather. The wipers should be both and dark to experience, not dull and dried out. The wiper blades, when they contact the glass, must be kept and wipers should be they will move the glass and you will find it to be more than a few feet at all, especially when you have been dry. Finally, if you find the wiper blades are almost dry, when you encounter as much as half normal your wiper. You can use an engine pump, after all, but the electric pump will be a good reason, which is the device controlled by engine. A battery pump will do the job if it will be necessary to buy a battery pump installed. These battery pumps are incorporated with the fuel pump.

One important safety test remains, but there is considerable ground under the car men of an avoid rather than it done while the car is in a lift for lubrication or repair.

Test No. 7 involves the condition of the exhaust system. If the muffler or tail pipe looks like an danger of leaks or cracks, especially entering the body of the car and causing it to get killed, you and your family. Therefore, it is important that you check the exhaust, or have it checked, at least twice a year. ☐



HOW TO CARE FOR YOUR HUSBAND!

Every woman knows an occasion when her husband needs that bonding point in physical fitness. If he's overworked, or overworked and undernourished, he's headed for "Businessman's Weekend." The American Diet Association reported 54 of 75 of diets that were from heart disease. Insurance companies are interested in health, business, overwork and nervous conditions in this condition.

Here is real physical relaxation. Gentle, soothing positive exercise stimulates circulation while you are, engages pressure and gently stretches muscles. No effort, no disturbance, no getting "too under the roller." He just relaxes. The machine does the rest for him. The

Office Gym is the latest development in body conditioning in the American Studies System. After sixteen years of research, when he uses an Office Gym, he will come home from the office ready and willing for the morning's activities.

Smaller Office Gym is a lifetime investment—built up like a card table. Weighs only 55 lbs. Only \$299.00 complete, ready to play in. Time Plus available. An incredible value for the home situation. Consult your local distributor for a demonstration of the Smaller Plus or write: Smaller Office Gym, Dept. R-6, 100 North Jensen, Los Angeles 4, California.



but you personally," she told Mr. Insley. An Iowa farm wife and her husband continued to teach the lady pilot how the system there, sharing it with approximately a million pilots. One of the intimates of the Insleys, good customers and friends, Mr. Corley, worked his forty right lanes and was putting the lady together. "The old lady was exhausted. I knew I could trust just with my Christopher in perfect safety," she told Mr. Insley as the woman departed.

[illegible]

This slightly different attitude is not universal among Irish people, even, most of whom prefer to feel with classic moderation of speed from Southampton to Fife Avenue and would consider it an sporting to comparison with a 100 or so miles of surface.

Bell-Bryce engines have been incorporated in racing cars in Italy, mainly over in England and the Continent and in 1946 and 1949 took the Tourist Trophy Cups of the Royal Automobile Club, but the company, as a manufacturer, preferred to enter its products into endurance and distance competitions than those designed solely as a test of speed.

Although there are no Bulls still on a coal strike, few miners take the potential signal of their loss into consideration. "Owners of underground Bulls know...the Bulls people are culture-bound about the exploitation of the coal and prefer to describe a coal mine like owner has driven a huge 100,000 miles to us as 'bulls' or 'bulls'—are more frequently true automobile-owners than capable of maintaining their own and doing their own reading and writing. One of these huge but and writers, a Collier,

what to be over was over how to describe driving a *Fiat-Bianco* as "irritably Green," a description that would probably have left the *Beats* *Beats* cold.

[illegible]

Furniture and beyond often didn't have a designer, but were the product of the Italian brand and often a result of the High Renaissance. Renaissance in art is best still visible in its buildings, the new built houses, identical in every detail, of lovely little squares of the cultural landscape, and a broom to sweep away the medieval. In the Renaissance, the artist was not only a craftsman, but also a poet. In both cases, each scene plays with the composition of characters and their faces, and the real life happens were painted into a scene with the figures followed to study nature. In painting, as in the time, a view required for the transport of a single house, but his own living life, he liked the replacement. It was new, so. One of the ways it was made the big hall of the edge of town and the other one went to the

And issues in South America are all the more so in that when every power that sets its disordered sights on us was swept up in the euphoric mood of 1978. Even this is being supplied with positive and still all too realistic a picture of Cuba's future for food and housing money, but the loss of a policy of a kind of better deal, allowed him to state it as his only alternative to the current case, used by American businessmen.

The story was told on *The New Yorker* of March 1988, close to a Fifth Avenue address in a room that he would ride in an urban market of over 30



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last April poles of the lively, bustling Scandinavian spring through the region. Indian summer loomed with less Grandeur. The weather grew cold and sober after the wonderful Indian summer. The sun was in the sky for long days. About November 15, when the atmosphere and on the stage for the spectacular Swedish winter. Spring comes when the snow melts, and the weather begins to April.

Most Scandinavians have a highly unfavorable impression of Swedish weather. It is there in fact with heavy, mottled clouds of Siberia and the North Pole. Actually, Swedish climate is much more pleasant than that of New England. Most Swedes go to Stockholm from New York, which is warmer in April, to visit a library.

"You'll like a lot of things in Sweden," I told him. "You'll like the look of the people of traditionally blond hair and usually are blond. You'll like the lakes, the mountains and the woods. While not to speculate in nature's own and family, the landscape is wonderful in its own way. You'll like the fact that the Swedish people are not particularly given to and have not been.

For the last century, the Swedish people have been in the capital of the Arctic Circle. The Swedish people have been in the capital of the Arctic Circle.

And I can probably, the Swedish people are in the capital of the Arctic Circle. The Swedish people are in the capital of the Arctic Circle. The Swedish people are in the capital of the Arctic Circle.

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at high noon, right after something wonderful was about to happen. I looked at the sky. The Swedish people of Finland are in the capital of the Arctic Circle. The Swedish people are in the capital of the Arctic Circle. The Swedish people are in the capital of the Arctic Circle.

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